LEO BURNETT COMPANY, *Inc.*
Ad No. 277 (Gol & Cigarette)—Req. No. 79247—1 Page—4/c bleed—10¼ x 13¼ in.—Harris, 1971 (A)
Printed in U.S.A.

Think of it as a cigarette holder.

The end of a Parliament works just like a cigarette holder. For several good reasons.

It keeps the filter away from your lips. (We recessed it.)

It helps you get a good clean taste.

It has a firm outer shell that surrounds and extends beyond the filter.

All in all, it works the same as a big cigarette holder works.

In its own little way.

King-Size and Charcoal 100's.

It works like a cigarette holder works.

Kings: 16 mg. "tar", 1.1 mg. nicotine—100's: 18 mg. "tar", 1.3 mg. nicotine av. per cigarette, FTC Report Nov. '70.

2061190701
Source: https://www.industrydocuments.ucsf.edu/docs/ygln0003
2061190701